



SNAPSHOT

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DHSS launches “Ready in 3” Program

Take three steps now to prepare for emergencies

By Mary Kay Hager, Public Information Administrator, Office of Public Information

Emergencies – a tornado, fire, flood, earthquake or even a terrorism event – can happen at any time. During the past couple of years, the Department of Health and Senior Services, working with federal and local partners, have significantly improved the state’s ability to respond to a bioterrorist attack or public health emergency. Employees at the state and local level have developed emergency response plans and worked hard to ensure that systems are in place to protect the public.

But have you made any plans for you and your family during an emergency? If not, make a pledge to take just an hour of your time during the month of March to get prepared.

According to a recent statewide survey, one in four families isn’t convinced it is necessary to prepare for an emergency, and almost 40 percent are unsure how to prepare. No one wants to think about accidents or disasters, but being prepared for an emergency can help protect your family.

On March 3, 2004, the Department of Health and Senior Services will be launching its “Ready in 3” statewide educational program to inform Missouri residents on what they can do at home, school and work. Each DHSS employee will

receive a copy of the family safety guide, “Planning for Emergencies: Three Steps to be Prepared.” This booklet describes the three steps: create a plan for you and your family; prepare an emergency kit for your home, car and work; and listen for information in the event of an emergency. The guide includes a family emergency kit checklist.

We hope you will take the time to use the family safety guide and share the information with family, friends and neighbors. As a public health and senior services employee, you can take a lead role in helping us keep Missourians safe.

On March 3, news conferences will be held in St. Louis, Kansas City, Jefferson City, Springfield, Cape Girardeau and Kirksville. State and local public health officials will announce the new statewide program and introduce the “Ready in 3” materials. Missouri residents will be urged to develop a family plan and prepare an emergency kit during March, the month designated as “preparedness month.” The news conference will also highlight how local public health agencies, schools and retailers are participating in the program.

Additional “Ready in 3” brochures, fact sheets, posters, presentation materials and newsletter articles



1, 2, 3....Get Ready In 3

3 Steps to Prepare for an Emergency

1. Create a plan for you, your family and your business.
2. Prepare a kit for home, car and work.
3. Listen for information about what to do and where to go during an emergency.

are available for residents, community groups and businesses. All materials are available on the department’s web site at http://www.dhss.state.mo.us/BT_Response/readymain.html; many are available in multiple languages.

If you have questions, please contact the DHSS Office of Public Information at 573-751-6062.

TBI Finds New Approaches to Contracting Services

Focusing on the customer is one way the Adult Head Injury Service staff within Special Health Care Needs (SHCN), Division of Community Health, has made their contract services so successful. Their willingness to go above and beyond the norm continues to strengthen their relationship with their service coordinators located in the seven local public health agencies around the state, as well as the University of Missouri-Mt. Vernon, and the customers they serve. The Adult Head Injury Service focuses on those affected by a traumatic brain injury (TBI).

Their mission, "To develop, promote, and support community-based systems that enable the best possible health and highest level of functioning for Missourians with special health needs" sets the philosophy for the SHCN staff and the service coordinators to follow to achieve their goals.

What makes the TBI contract monitoring above and beyond others is the relationship that Diane Poole, adult transition program team leader in the TBI program, has built with the

contract administrators and the service coordinators that implement the contracts.

"Making our contractors aware of how they fit into our strategic plan and defining specific outcomes that need to be accomplished for that contract period has helped us build a strong and successful collaborative relationship with them," said Diane. "We strive to make communication our number one priority."

Regular quarterly meetings along with monthly conference calls keep the service coordinators and staff in tune with the activities that each is performing and has built a unique network of resources between them. A webpage specifically designed for communication purposes allows the staff to upload resources, forms, maps and other tools to be used by the service coordinators. This password-protected webpage allows easy access to information, saving time and avoiding confusion.

Diane has also found that shifting the contract monitoring to

the local SHCN Area Offices allows her to concentrate on the clinical and programmatic aspects of the program.

Because of the relationship and the level of trust she and her staff have built with the contractors, she is able

"Making our service coordinators aware of how they fit into our strategic plan and defining specific outcomes...has helped us build a strong and successful collaborative relationship with them."

to play the role of a mentor, allowing her to make sure that the philosophy of the program is carried through and to focus on the broader picture. In addition, this role allows Diane to maintain consistency between each of the service coordinators and their contracts, important in implementing a statewide service.

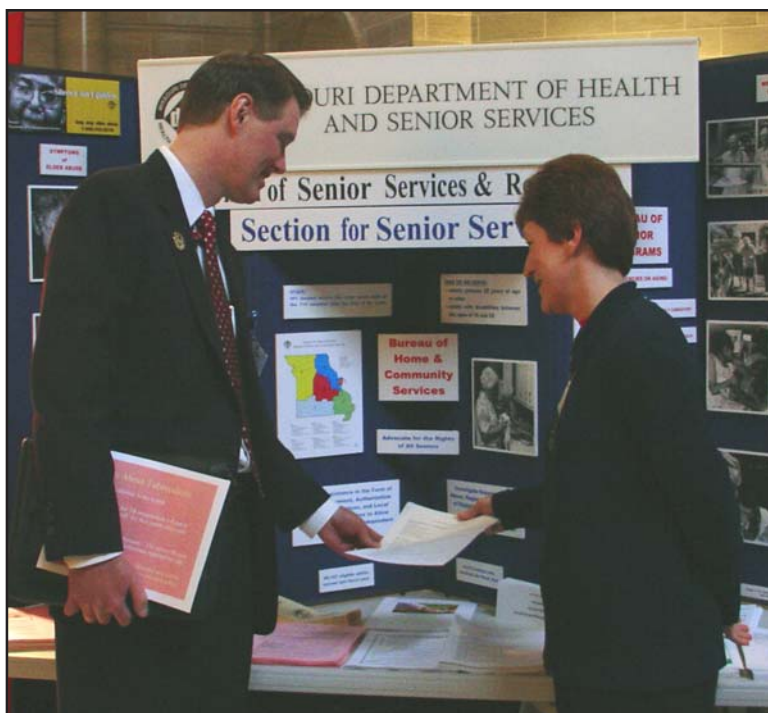
"When writing contracts we are specific in the tasks and services we want to accomplish. By being specific from the start, it eliminates guess work and allows the service coordinators to be on track from the beginning," Diane said.

For more information on writing contracts or contract monitoring, contact Diane Poole by calling 573/ 751-6246 or e-mailing PooleD@dhss.mo.gov. If you have a new approach you would like to share with others, contact Lori Buchanan, Public Information Coordinator, Office of Public Information, at 573/751-6062 or BuchaL@dhss.mo.gov.

Diane Poole, (l.) and Cindy Pfahl of the Special Health Care Needs Unit contract with nine services coordinators around the state to provide services to individuals who have survived a traumatic brain injury.



DHSS Holds First-Ever Capitol Days Event



Fifty booths highlighting the department's services and programs, as well as those of our partners, were on display in the Rotunda of the State Capitol. Barbara Huddleston of the Section of Senior Services discusses the services her program offers to Senior Services Board member, Jeff Kerr, MD.



Catherine Hanaway, Speaker of the House of Representatives, congratulates DHSS on the excellent work that the department continues to perform.



Joe Maxwell, Lieutenant Governor, addresses senior and public health issues during the noon hour on the first floor of the Capitol.



Virginia Beatty (r.) of Chronic Disease Control Unit looks on as Debi Becker, Cancer Control Unit, discusses cancer prevention and available services with a participant attending the event.



Employees of the Month



Betty Frink

Betty Frink was recognized by the Missouri Department of Health and Senior Services (DHSS) as the January Employee of the Month. Betty is a Social Service Worker I working in Dent County Home and Community Services, Section for Senior Services, Division of Senior Services and Regulation. As a social service worker, Betty works to protect and advocate for the elderly and disabled citizens of Missouri. In a recent case, Betty worked hand in hand with law enforcement to ensure an elderly man was safe, and his needs were met. She also worked with physicians to ensure the man was competent and able to provide for his own needs as well as to secure the return of the man's possessions and property.

Betty lives in Steelville with her husband, Michael. She has three children and six grandsons. Betty's hobbies include crafts and sewing. She enjoys spending time with family and friends. Since moving to Steelville there are many recreational activities close at hand such as fishing, hunting, and canoeing, which she enjoys sharing with family and friends when they visit.



Lori Darr

Lori Darr, Consultant Community Health Nurse in the Chronic Disease Control Unit, Division of Community Health, was recognized by the Missouri Department of Health and Senior Services (DHSS) as the December Employee of the Month. She has been the driving force behind the success of the Missouri Organ Donor Program. Through her leadership, she facilitated major enhancements in the Organ Donor Registry in collaboration with the Office of Information Systems.

These efforts were recently recognized with the Governor's Quality and Productivity award. These changes have elevated Missouri as a model program because of the reliability of the computerized database, increases in registry participation, and, most importantly, increases in donation consent. Nearly 1.9 million Missourians are now on the Missouri Organ Donor Registry.

Lori lives in Columbia with her 8-year-old daughter, Sara. She loves outdoor activities like hiking, camping, canoeing and caving. In the winter, she and Sara enjoy sledding and skiing.

Land Receives National MCH Epidemiology Award

Garland Land, director, Center for Health Information Management and Evaluation, was awarded the 2003 National MCH Epidemiology Award for his work with health statistics, data management and dissemination of health information.

A forerunner in data collection and analysis, Garland created and fostered the Center for Health Information Management and Evaluation and began collecting data that provided statistical information to better improve the lives of Missourians. Because of Garland's efforts, Missouri was one of the first states to design maternally-linked pregnancy outcome files and conduct population-based studies that ultimately helped professionals in the medical field understand risk factors associated with low birth weight deliveries.

The National Maternal and Child Health Epidemiology Awards recognize individuals, institutions and leaders for their significant contributions in improving the health of women, children and families.

The *DHSS Snapshot* is published bimonthly by the Office of Public Information. Suggestions for future articles can be sent to BuchaL@dhss.mo.gov; phone: 573/751-6062; fax: 573/751-6041

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